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Abstract
Since 80s'in Taiwan, many chain bookstores evolved in a very different way of administering from the traditional ones, like Kingstone, Eslitebooks, Senseio, Hessbooks, and Steppingstone, etc. They develop from cities to towns, communities to department stores, hospitals, schools, and stations. In the near future, these chain bookstores are going to set in the administrations, shopping malls, and enterprises in "multiple" forms.
The research is going to discuss about whether the efforts of chain bookstores can hold the customers in faithful relations works when there exist keen trade contends. That is, through the relationship management between the bookstore and the customer, it focuses on the effects on the qualities and values of relation to analyze how it affects the customers' loyalty to a certain chain bookstore.
With the sources from street survey and the Internet questionnaires, and the statistic analysis of SPSS, AMOS, the outcomes are as follows:
(1) Both relationship management and relationship value impact positively on the customers' loyalty.
(2) Relationship management impacts positively on the relationship quality and relationship value.
(3) Relationship value impacts positively on the relationship quality.
In the last part of the research, there are some practical suggestions for the chain bookstore keepers to help them triumph and find favor with their customers in such a competitive bookstore market.
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